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TRACK180 iPad APP LAUNCHES FOR READERS TO CONNECT ISSUES TO ACTION

Designed Exclusively for the iPad, Track180 Provides Multiple Perspectives on Global Issues and Instantly Connects Readers to the People and Places Making a Difference

New Haven, Connecticut – April 30, 2013 – [Track180](#), an immersive news app that makes it easier to discover, explore and connect to global issues, launched today in Apple's App Store. [[Download Track180](#)] Track180 is designed exclusively for the iPad and iPad Mini. The app is a destination where you can discover issues you might not be familiar with, explore them in-depth from a global perspective, and connect with people who are making a difference.

Track180 Founder and CEO Drue Hontz noticed a problem: “Information overload creates less understanding of what’s really going on,” says Hontz. His solution: a unique tablet app where multiple perspectives on a given topic can share the same stage. Track180 is beginning its coverage in the following categories: Corporate Responsibility, Energy, Environment, Global Issues, Rights, and US Policy. Stories are selected and curated by a team of editors with the experience to find and contextualize crucial stories.

One such editor is Ken Sands, Track180’s Editor-in-Chief who most recently served as Managing Editor at *Bloomberg Government*. Ken joined Track180 to help tackle problems he knows all too well: “The incessant demand for real-time news provides us with a sea of superficial coverage, without deeper context around the full story, and how it evolves once it’s fallen from the headlines,” says Sands. “But when it comes to engaged citizens who are passionate about the issues which impact them and the wider world, people are unsure how to respond and find it difficult to get involved even in the most basic way. That’s where Track180 comes in.”

Developing a visually beautiful and interactive news experience, the Track180 team has designed its app with features that give readers more perspective. “We’re seeing that people want to understand complex issues,” says Hontz. “But the most important part is that people want to have more impact on the issues that affect their world.”

Track180 Features:

- **Media-rich, immersive browsing experience:** Track180’s unique interface combines multimedia content from several news sources all on one dynamic, easy-to-navigate screen.
- **Careful curation:** Guided by experienced editors with traditional news backgrounds, Track180 collects stories not based on deadline pressures, click-baiting headlines or SEO terms, but instead focuses on important issues that may not be trending.

- **Multiple sources and perspectives:** Each story is presented with multiple worldwide sources, each with a unique perspective, giving readers more context and balance. Track180 displays sources as diverse as *New York Times* and *National Review* alongside each other. U.S. and global sources also share the same screen in order to provide an even broader perspective on an issue.
- **Instant engagement:** Track180 stories often come with a *call to action* that immediately connects readers with a way to get involved. Readers can explore interesting stories and directly link to places where they can make an impact, all from the same screen.
- **Ripple effect:** The Track180 app introduces a unique feature that allows readers to quickly explore a story's complexity by seeing the impact it has across several topics. Navigation through multiple, connected story threads makes it simple for readers to discover deeper context and meaning.

Ultimately, Track180 is designed to bring awareness to important issues in the world and inspire greater citizen participation, starting with a single touch.

Download it and see for yourself: [Download Track180](#).

About Track180

Based in New Haven, Connecticut, Track180 is an immersive iPad app that tracks global issues and connects readers to people and organizations that are making a difference. Track180 is designed exclusively for the iPad and iPad Mini and is guided by experienced editors who present stories from multiple worldwide perspectives that make it easy for readers to make a difference. Track180 Founder and CEO Drue Hontz created Track180 with one simple goal in mind: to offer people a broader understanding of the world, and give them opportunities to get involved. Privately held and founder-funded, the firm is presently raising its first institutional round. For more information on Track180, visit www.track180.com.

<http://venturebeat.com/2013/04/30/former-elevator-repairman-builds-ipad-app-to-keep-global-citizens-informed/>

<http://mashable.com/2013/04/30/track180-news-app-launches/>

<http://www.igeeksblog.com/track180-ipad-news-app/>

<http://ipad.appstorm.net/reviews/lifestyle-reviews/track180-superb-global-affairs-tracking/#more-32004>